1992 COMMUNITY MARKETING ~~PROGRAMS~~ Marlboro SPONSORSHIPS IN TEXAS

EVENT	DATE	LOCATION/ADI	ATTENDANCE	ADI POPULATION	ACTIVITY
La Semana Alegre	4/17-25	HemisFair Park San Antonio, TX	200,000	965.5	Main stage, etc. on-site store-sale
Cinco De Mayo Festival	5/2	Dallas	50,000	502.9	Main stage
	5/2-3	Corpus Christi	50,000	394.6	On-site store-sale
	5/3	Houston	50,000	831.0	On-Site store-sale
	5/3	Harlinger	50,000		On-site store-sale
Paso Del Norte	9/25-27	Civic Center El Paso	150,000	569.1	Main stage on-site store-sale
Texas State Fair	9/25-10/18	Fair Ground Dallas	3,500,000	502.9	Marlboro Music 10th Anniversary Concert On-site store-sale
New Mexcio State Fair	9/11-27	Albuquerque, NM	1,450,000	549.6	On-site store-sale
		Other Hispanic Markets			
		McAllen/Brownville		669.2	
		Austin		215.2	
		Odesa/Midland		146.4	

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Source: https://www.industrydocuments.ucsf.edu/docs/lfgm0004